

Appendix 7

Frequently Asked Questions



1) What exactly is Partnering with MyPyramid?

Partnering with MyPyramid is a program initiated by USDA to encourage organizations to use MyPyramid messages in promoting healthy food and lifestyle choices.

2) How do organizations sign on?

First, they develop the concept and how they will be promoting MyPyramid messages. Then, they fill out a short application form and a 1-2 page description of their proposed project. Application forms and submission information can be found at MyPyramid.gov/Challenge.

3) What kinds of projects are acceptable?

A wide variety of projects may be acceptable. For example a project could:

- Promote MyPyramid and develop a complimentary product, program, or campaign for consumers, and/or
- Develop a new initiative that assists consumers in following MyPyramid recommendations and monitoring portion sizes, and/or
- Encourage physical activity through a product promotion or consumer education campaign.

4) Will all submissions be approved?

In order for USDA to sign a Partnering with MyPyramid Memorandum of Intent (MOI), the proposal must be consistent with the *2005 Dietary Guidelines for Americans*. The criteria for consumer communications and content in a project are as follows:

- Consumer communications, content, and initiatives must be consistent with MyPyramid's overarching themes and key messages and with the *2005 Dietary Guidelines for Americans*.
- No consumer communications or content used as part of the project may be in conflict with any recommendations from the *2005 Dietary Guidelines for Americans*.
- All project messaging must be consistent with prevailing USDA and FDA regulatory requirements.

Projects must be consistent with prevailing USDA and FDA regulatory requirements.

Frequently Asked Questions (continued)

5) How will we know if our program has been approved?

Proposals that are consistent with the criteria will be signed, dated, and returned.

6) Is Partnering with MyPyramid limited to specific industries?

No. Any organization is eligible to sign on to Partnering with MyPyramid. Our initial recruitment targeted the food and consumer electronics industries; however, we have been concentrating on broadening this effort to additional industry sectors.

7) Many organizations have already been doing things to improve their products and messaging employing MyPyramid. Can initiatives begun prior to the announcement be considered?

Yes. As long as the initiative meets the criteria, these initiatives will be considered.

8) Why is signing an MOI necessary?

Signing an MOI is necessary if the organization wants to be recognized as part of Partnering with MyPyramid and listed on the MyPyramid.gov website.